YOU WILL BELIEVE A SHARK CAN CRY

12¢ | #55 MAR

SAXTON HALE'S THRILLING TALES

THE INDONESIAN BERZERKER SHARK-

MERCILESS...

DEADLY...

EXTINCT!

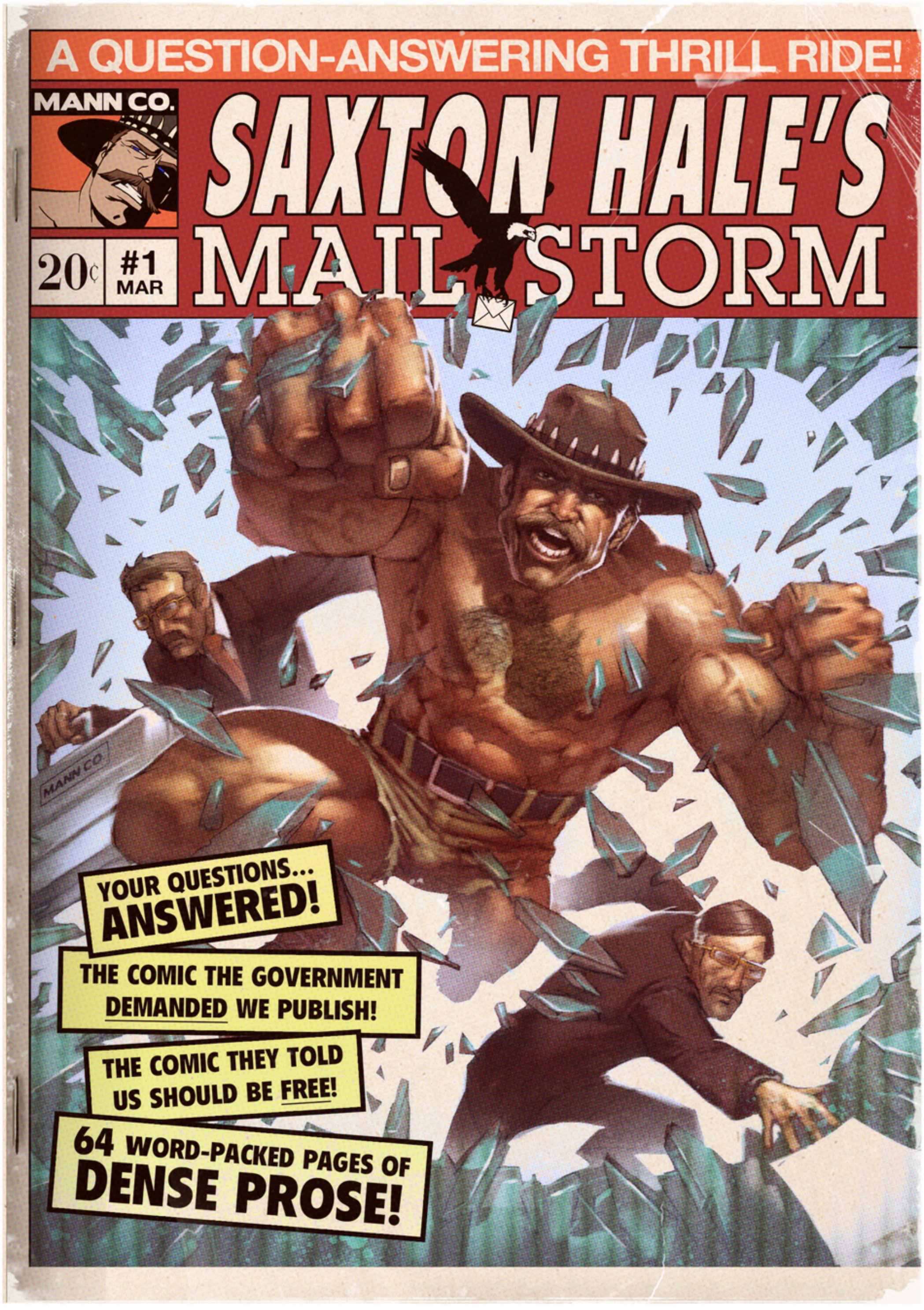
industries.

SHOW THAT STAMP WHO'S BOSS! SLAP IT HERE!

POSTMAN: By God, you will guard this message with your life and see it safely to:

MANN CO.
WE SELL PRODUCTS AND GET IN FIGHTS
A DIVISION OF TF INDUSTRIES

Saxton Hale's Thrilling Tales *first arrived on newsstands in 1961 as part of a bold Mann Co. initiative to sidestep an increase in postage costs for their weapons catalogs. The first 64-page issue contained four pages of thrilling tales and 60 pages of ads for exciting new Mann Co. products. But* **Thrilling's** *editors quickly discovered that showing Mann Co. president Saxton Hale using a product in the story itself tripled its sales. Ads were cut to 32 pages to accommodate longer, product placement-based stories.*


A QUESTION-ANSWERING THRILL RIDE!
MANN CO.
20¢
#1
MAR
SAXTON HALE'S
MAIL STORM
MANN CO.
YOUR QUESTIONS...
ANSWERED!
THE COMIC THE GOVERNMENT
DEMANDED WE PUBLISH!
THE COMIC THEY TOLD
US SHOULD BE FREE!
64 WORD-PACKED PAGES OF
DENSE PROSE!

PREPARING YOUNG WOMEN FOR A LIFE OF ACTION

MANN CO.

12¢ | #6 FEB

GIRL'S ADVENTURE STARRING SAXTON HALE

SCOUTMASTER HALE GIVES HIS SAXTONETTES A FIRE SAFETY TIP...

GRIZZLY BEARS BURN!

industries. TF

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MANN CO.
WE SELL PRODUCTS AND GET IN FIGHTS
A DIVISION OF TF INDUSTRIES

Boy's Adventure with Saxton Hale ***came under fire from the Senate Subcommittee on Juvenile Delinquency in 1968 for teaching boys aged 6-16, among other things: moral turpitude, arson, vandalism, hippie assault, tax fraud, at-home laryngectomies, car theft, gorilla slaughter, and the Heimlich Maneuver (which had just been invented and was still considered controversial). Pressured by the Senate, Mann Co. changed the name to*** **Girl's Adventure With Saxton Hale,** ***as it was commonly thought at the time that girls couldn't do anything, so any lessons taught to them would be harmless.***

MODEST SUSPENSE FOR THE FAINT OF HEART

MANN CO.

12¢ | #4 DEC

SAXTON HALE'S MILDLY THRILLING TALES

"A PUCK STOLEN... THEN RETRIEVED!"
WITH THE MOST PULSE-EVENING
UNSURPRISING ENDING
YOU'LL EVER READ!

THAT TURTLE'S GETTING AWAY WITH OUR *SPARE PUCK!*

AND HE'S GOT A *THIRTY MINUTE* HEAD START!

I'M TIRED!

Shuttle Sore

70 60 50 40 30 20 10 0

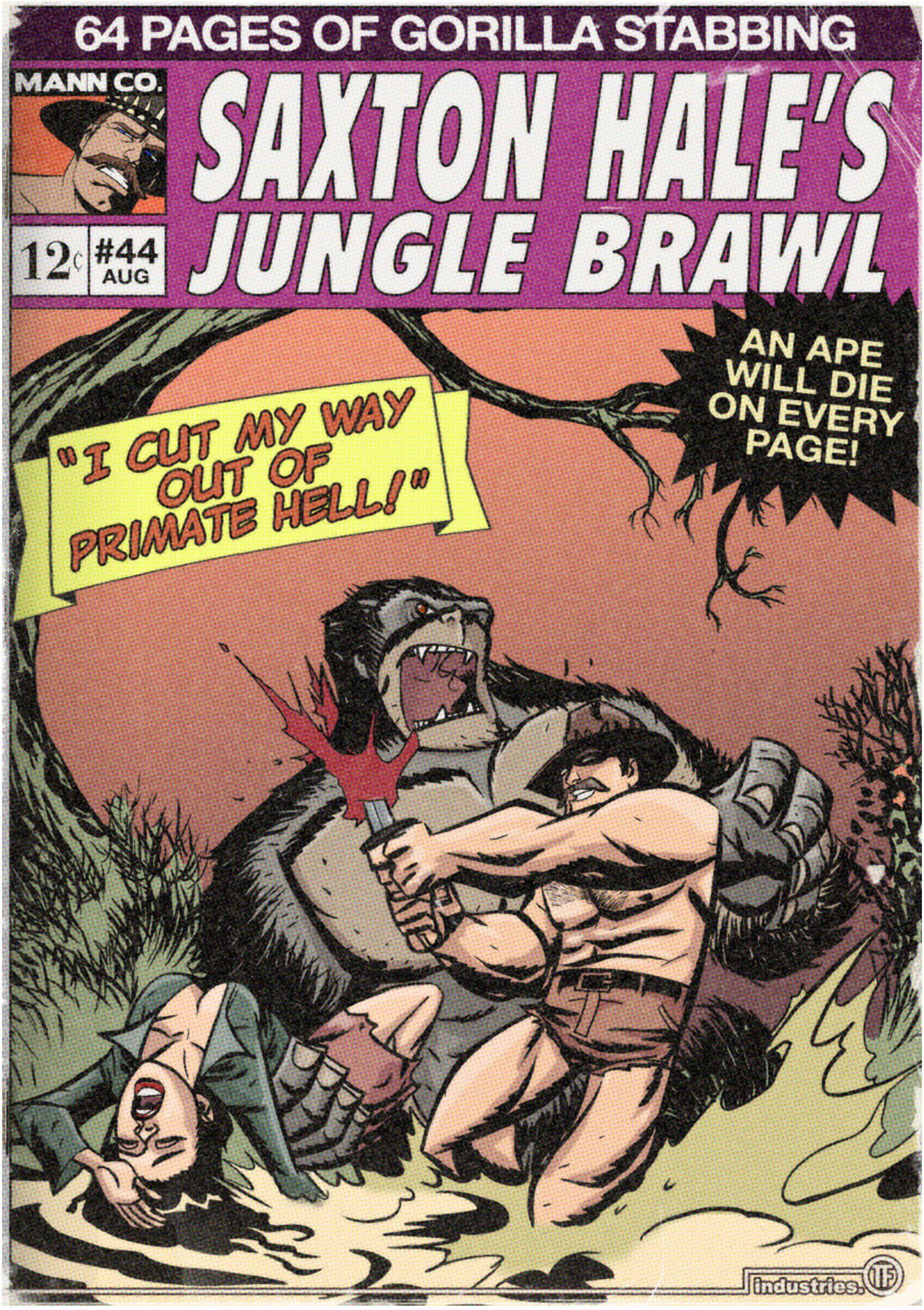
industries.

SHOW THAT STAMP WHO'S BOSS! SLAP IT HERE!

POSTMAN: By God, you will guard this message with your life and see it safely to:

MANN CO.
WE SELL PRODUCTS AND GET IN FIGHTS
A DIVISION OF TF INDUSTRIES

As the youth movement of the 1960s escalated, manufacturers produced fewer and fewer products for the elderly. By 1963, only four items remained: hats, meat, caskets, and* Saxton Hale's Mildly Thrilling Tales*. Naked from the forehead down, lying in their coffins gumming Salisbury steak, an entire generation of despondent, forgotten consumers was left with just one thing on which to spend their governments checks: Hale's tepid, senior-friendly tales of modest suspense.* Saxton Hale Visits His Mother Monthly *and* Soothing Stories of Familiar Things *soon followed. Hale quickly became the wealthiest man in the western hemisphere.



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MANN CO.
WE SELL PRODUCTS AND GET IN FIGHTS
A DIVISION OF TF INDUSTRIES

Saxton Hale's Jungle Brawl ***debuted in the U.S. in 1962, riding a wave of anti-gorilla sentiment following Russia's successful launch of the first monkey, Vladimir Bananas, into space. America's rage was not isolated to Communist primates—that same year, monkeynaut Poopy Joe cruelly dashed the U.S.'s hopes of reaching the stars when its shuttle detonated on takeoff.*** **Brawl** ***was notorious for inflaming human-gorilla tensions during its ten-year run, most famously in issue #50, which was printed with gorilla's blood. Its print run of 17 million copies left only five gorillas on the planet.***

WE MAKE COMICS AND GET IN FIGHTS

MANN CO.

12¢ | #12 JULY

SAXTON HALE'S BARBERSHOP ACTION

APPROVED BY THE BARBERS ASSOCIATION OF AMERICA

YOU-A GOTTA STAY *STILL*, MR. HALE!

CUT AROUND THE FIGHT, GIUSEPPE!

I LIKE THIS LION'S TABASCO!

WARNING

NOT FOR SALE OUTSIDE OF BARBERSHOPS IN THE U.S.

SHOW THAT STAMP WHO'S BOSS! SLAP IT HERE!

POSTMAN: By God, you will guard this message with your life and see it safely to:

MANN CO.
WE SELL PRODUCTS AND GET IN FIGHTS
A DIVISION OF TF INDUSTRIES

Saxton Hale's Barbershop Action ***capitalized on the brief "haircut" fad of the early 60s. Its breakaway success would lead to the ancillary titles*** **Saxton Hale's Barbershop Romance** ***and*** **Haircut Horrors Starring Saxton Hale's Ghost.** ***By issue #40, however, the peacenik movement had gripped America in its filthy, tangled mane, and haircut fiction saw a steep decline. This would be the start of a longtime feud between Hale and hippies, which would culminate in his firebombing Woodstock from a helicopter.***